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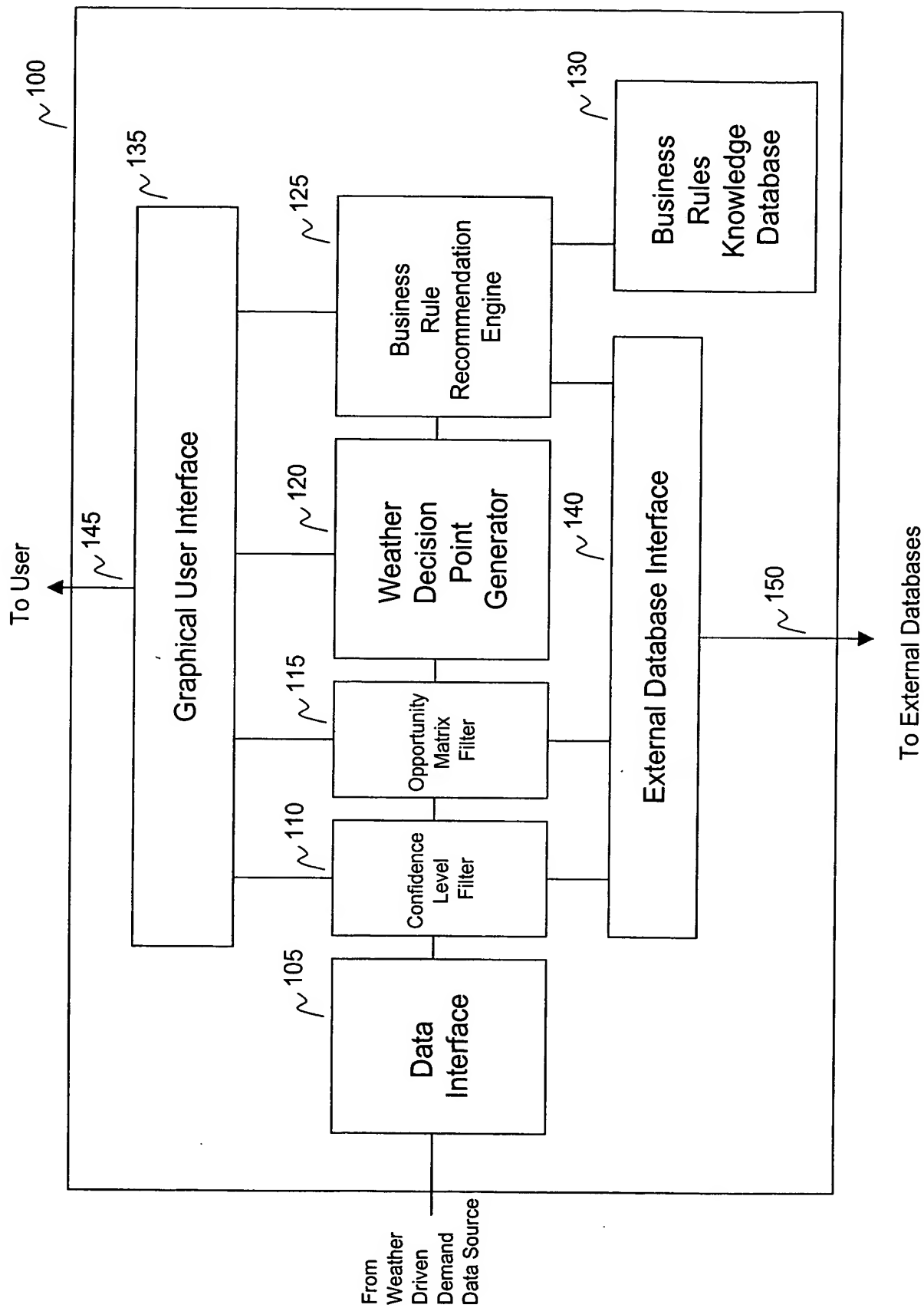


FIG. 1

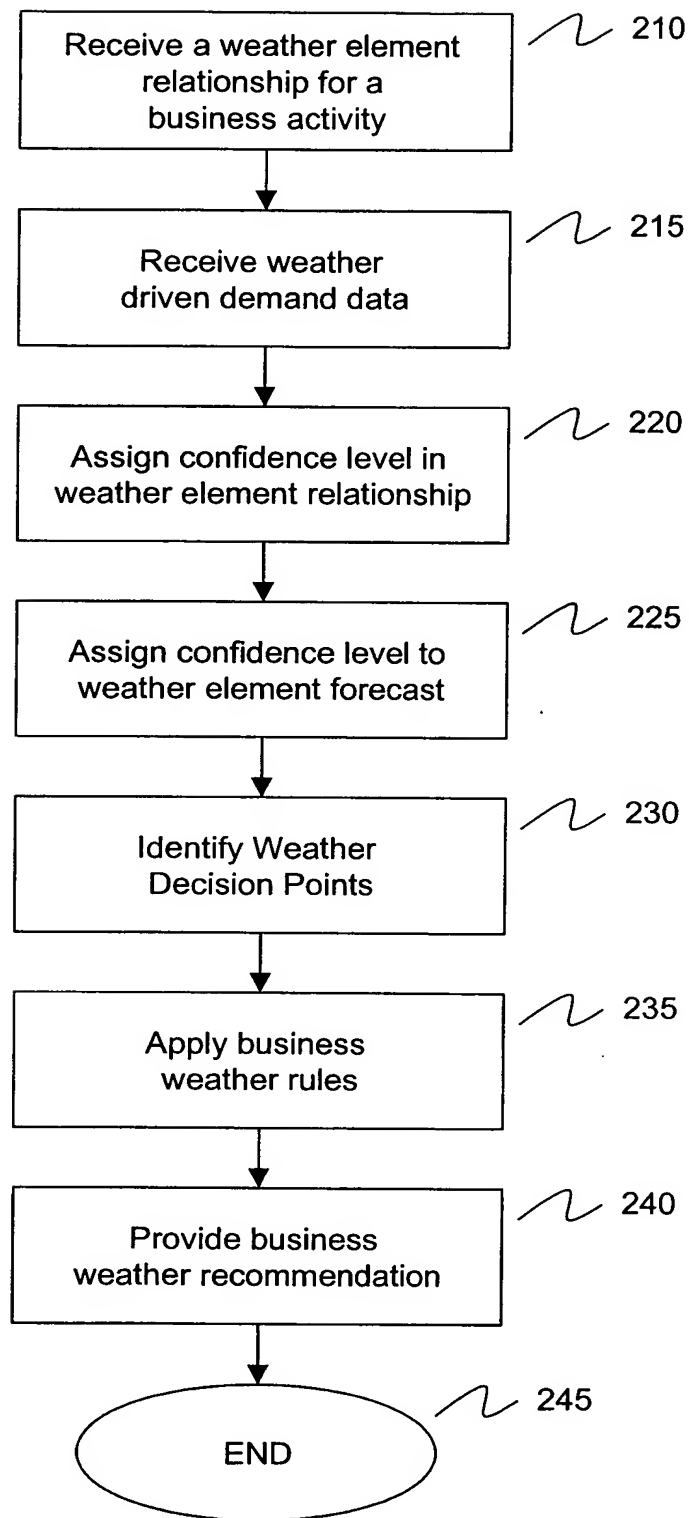
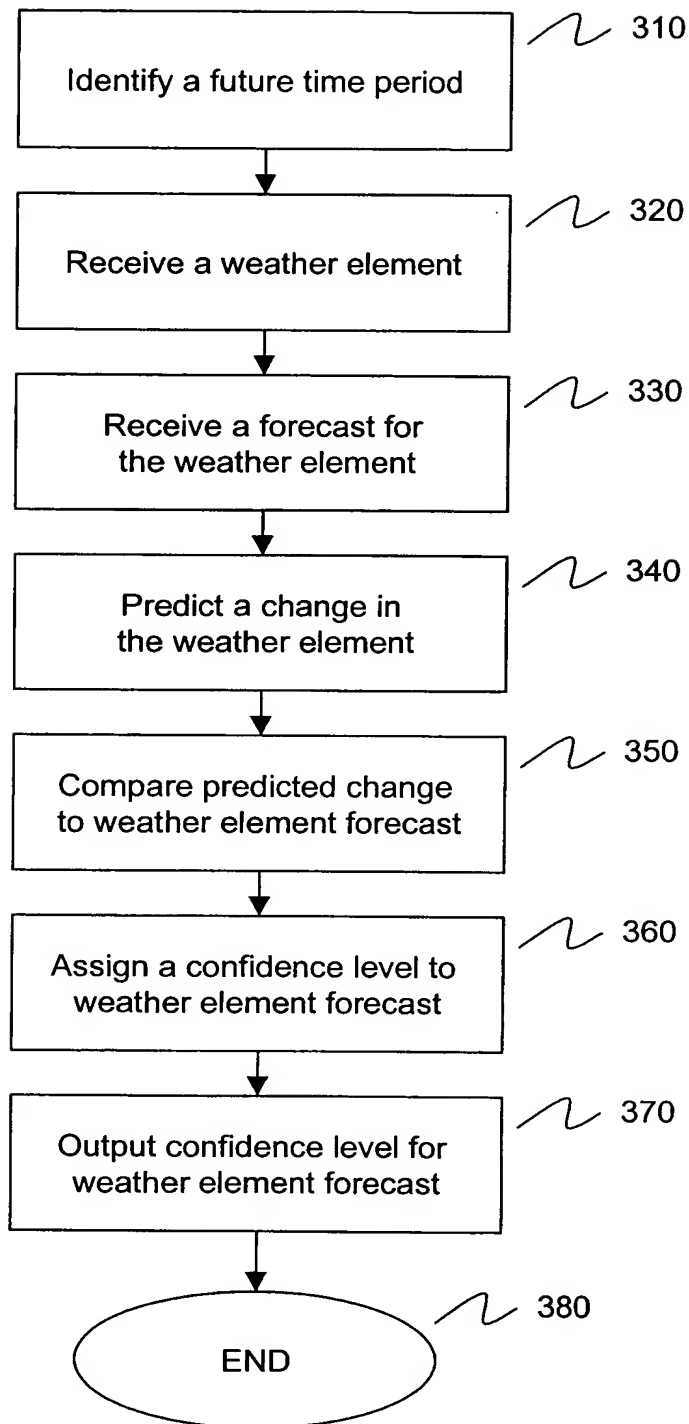


FIG. 2

**FIG. 3**

Shovel Weather Driven Demand

	Time Period 1	Time Period 2	Time Period 3	Time Period 4	Time Period 5	Time Period 6
Location 1	+ 10%	+ 15%	+ 20%	+ 20%	+ 20%	+ 15%
Location 2	+ 05%	+ 05%	- 10%	- 15%	- 10%	+ 00%
Location 3	- 20%	- 20%	- 40%	- 40%	- 20%	- 20%
Location 4	+ 70%	+ 70%	+ 20%	+ 05%	+ 05%	+ 05%

FIG. 4

impactSM

HOME Logout

Weather Tool

Demographics

Documents

Data

PDA Reports

Help

ALERT.....Heat-wave in 10days will drive AC sales up 75% (more).....ALERT

Impact Selector

PRODUCT V
Lawnmowers

LOCATION V
Atlanta

TIME V
Season

BUSINESS FOCUS

Excess Inventory

Stock Out Risk

Allocation

Replenishment

Price Promotions

Markdowns

Display Timing

Media Timing

My Views

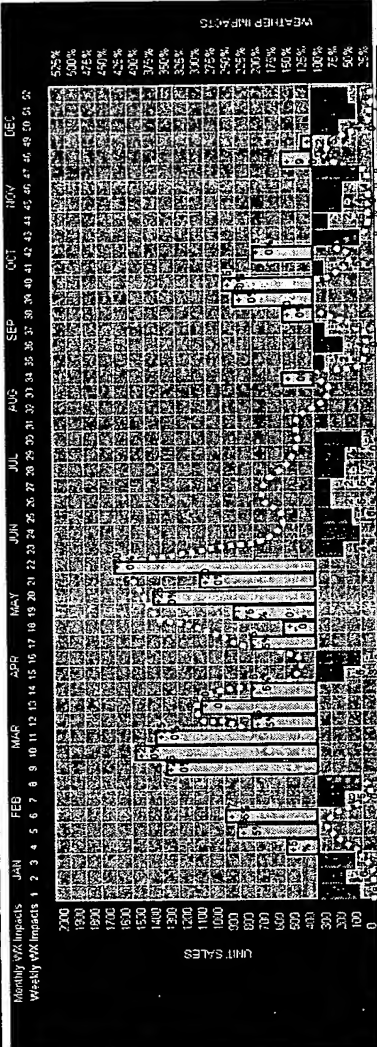
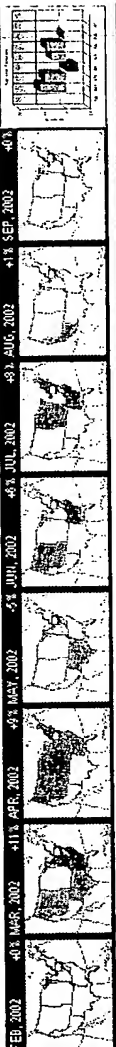
My Plan

MESSAGES

Today
1
This View
3
This Product
12

LAWNMOWERS

ATLANTA, GA (SEASON)



Sales Curves

☐ Year-Or Weather Impacts ☐ Inventory Stock Out ☐ Media Advertising TV ☐ Last Week Month

☐ 2001 (LY) ☐ Excess Inventory ☐ Markdown Risk ☐ Next 1-10 Days

☐ 2000 ☐ Month Weather Impacts ☐ Displays, FSIs ☐ Price Promotion ☐ ALERTS

☐ 1999 ☐ Week Weather Impacts

Calendar: Month: JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

Quarter: 1 2 3 4

Year: 2002

Price Promotion Recommended Periods

Source	Allocation	Replenishment	Price Promotion	Markdowns	Display Timing	Media Timing
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	32	33	34	35
36	37	38	39	40	41	42
43	44	45	46	47	48	49
50	51	52	53	54	55	56
57	58	59	60	61	62	63
64	65	66	67	68	69	70
71	72	73	74	75	76	77
78	79	80	81	82	83	84
85	86	87	88	89	90	91
92	93	94	95	96	97	98
99	100	101	102	103	104	105
106	107	108	109	110	111	112
113	114	115	116	117	118	119
120	121	122	123	124	125	126
127	128	129	130	131	132	133
134	135	136	137	138	139	140
141	142	143	144	145	146	147
148	149	150	151	152	153	154
155	156	157	158	159	160	161
162	163	164	165	166	167	168
169	170	171	172	173	174	175
176	177	178	179	180	181	182
183	184	185	186	187	188	189
190	191	192	193	194	195	196
197	198	199	200	201	202	203
204	205	206	207	208	209	210
211	212	213	214	215	216	217
218	219	220	221	222	223	224
225	226	227	228	229	230	231
232	233	234	235	236	237	238
239	240	241	242	243	244	245
246	247	248	249	250	251	252
253	254	255	256	257	258	259
260	261	262	263	264	265	266
267	268	269	270	271	272	273
274	275	276	277	278	279	280
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288	289	290	291	292	293	294
295	296	297	298	299	300	301
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316	317	318	319	320	321	322
323	324	325	326	327	328	329
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421	422	423	424	425	426	427
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498	499	500	501	502	503	504
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512	513	514	515	516	517	518
519	520	521	522	523	524	525
526	527	528	529	530	531	532
533	534	535	536	537	538	539
540	541	542	543	544	545	546
547	548	549	550	551	552	553
554	555	556	557	558	559	560
561	562	563	564	565	566	567
568	569	570	571	572	573	574
575	576	577	578	579	580	581
582	583	584	585	586	587	588
589	590	591	592	593	594	595
596	597	598	599	600	601	602
603	604	605	606	607	608	609
610	611	612	613	614	615	616
617	618	619	620	621	622	623
624	625	626	627	628	629	630
631	632	633	634	635	636	637
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659	660	661	662	663	664	665
666	667	668	669	670	671	672
673	674	675	676	677	678	679
680	681	682	683	684	685	686
687	688	689	690	691	692	693
694	695	696	697	698	699	700
701	702	703	704	705	706	707
708	709	710	711	712	713	714
715	716	717	718	719	720	721
722	723	724	725	726	727	728
729	730	731	732	733	734	735
736	737	738	739	740	741	742
743	744	745	746	747	748	749
750	751	752	753	754	755	756
757	758	759	760	761	762	763
764	765	766	767	768	769	770
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778	779	780	781	782	783	784
785	786	787	788	789	790	791
792	793	794	795	796	797	798
799	800	801	802	803	804	805
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813	814	815	816	817	818	819
820	821	822	823	824	825	826
827	828	829	830	831	832	833
834	835	836	837	838	839	840
841	842	843	844	845	846	847
848	849	850	851	852	853	854
855	856	857	858	859	860	861
862	863	864	865	866	867	868
869	870	871	872	873	874	875
876	877	878	879	880	881	882
883	884	885	886	887	888	889
890	891	892	893	894	895	896
897	898	899	900	901	902	903
904	905	906	907	908	909	910
911	912	913	914	915	916	917
918	919	920	921	922	923	924
925	926	927	928	929	930	931
932	933	934	935	936	937	938
939	940	941	942	943	944	945
946	947	948	949	950	951	952
953	954	955	956	957	958	959
960	961	962	963	964	965	966
967	968	969	970	971	972	973
974	975	976	977	978	979	980
981	982	983	984	985	986	987
988	989	990	991	992	993	994
995	996	997	998	999	1000	1001
1002	1003	1004	1005	1006	1007	1008
1009	1010	1011	1012	1013	1014	1015
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1093	1094	1095	1096	1097	1098	1099
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1107	1108	1109	1110	1111	1112	1113
1114	1115	1116	1117	1118	1119	1120
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1128	1129	1130	1131	1132	1133	1134
1135	1136	1137	1138	1139	1140	1141
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1163	1164	1165	1166	1167	1168	1169
1170	1171	1172	1173	1174	1175	1176
1177	1178	1179	1180	1181	1182	1183
1184	1185	1186	1187	1188	1189	1190
1191	1192	1193	1194	1195	1196	1197
1198	1199	1200	1201	1202	1203	1204
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1212	1213	1214	1215	1216	1217	1218
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1226	1227	1228	1229	1230	1231	123

